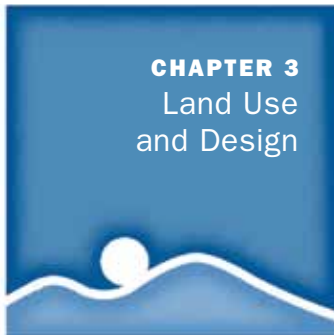


## **CHAPTER 3**

### Land Use and Design

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Mountain View boasts an impressive variety of land uses. They include the vibrant Downtown mixed-use core, the distinct neighborhoods and commercial corridors, the notable industrial areas and the many high-quality parks, open spaces and public facilities.

As Mountain View carries out the General Plan, it aims to keep its distinct character and grow an even more vibrant community with inviting streets and public spaces, preserved and walkable neighborhoods, exceptional parks and a dynamic economy.

This Element shows how land is used now, discusses forward-thinking land use principles that will shape future planning decisions and outlines allowable uses and intensity of development for each parcel of land.

At the heart of this Element are goals and policies, both citywide and for specific change areas, where major growth and development are expected to occur until 2030, the Plan's horizon. Together, these goals and policies make up a strategic approach to help the City leverage its many strengths and actively manage its critical resources—land use, transportation, housing, economics and natural environments—in a more sustainable manner.

The Element begins with a Context section, followed by a section that outlines Mountain View's Land Use Principles (page 46). Then, a Looking Forward section (page 46) highlights opportunities, challenges and key strategies, followed by a set of specific Goals and Policies (page 48) for each topic area. Change Areas (page 56), General Plan Land Use Designations (page 80) and General Plan Land Use Maps (page 87) sections illustrate the major physical planning concepts for Mountain View.

## Context

This section describes current conditions in Mountain View including the planning practices, the physical area of the General Plan, land uses and projections for growth and change. These conditions are the basis for the goals and policies within the Plan.

The Context Section includes:

- Local and Regional Land Use Planning (page 38)
- Mountain View's General Plan Area (page 38)
- Current Land Uses (page 39)
- Growth and Change (page 39)
- Mountain View's Leadership in Sustainable Planning (page 42)
- Land Use Designations (page 44)

### Local and Regional Land Use Planning

The Plan's land uses and policies are central to documents such as the Zoning Ordinance, precise plans and design guidelines used to carry out land use decisions.

The planning process is transparent and collaborative. It invites participation from property owners, neighborhoods, business groups and other interested stakeholders.

Land use decisions include review by the Development Review Committee, the Zoning Administrator, the Environmental Planning Commission and the City Council, depending on the scope of the project.

Decisions on how land is used in Mountain View are primarily a local concern, but regional planning issues such as housing, transportation and climate change are and will continue to be

crucial influences (Figure 3.1). Mountain View will continue its collaboration on these key issues with regional agencies such as the Association of Bay Area Governments.

The City is active in the Grand Boulevard Initiative, which guides change along El Camino Real, and the Sustainable Communities Strategies, a regional collaboration to reduce the Bay Area's greenhouse gas emissions through coordinated land use, housing and transportation planning.

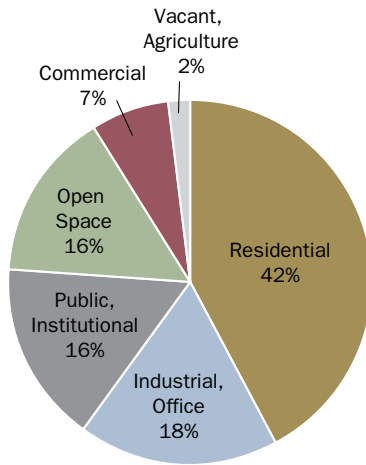
### Mountain View's General Plan Area

Mountain View has 6,434 acres of land, not including roads and other rights-of-way (Figure 3.3). Another 2,649 unincorporated acres fall within the City's sphere of influence. The Local Agency Formation Commission defines these boundaries, which are the ultimate limits of the city. NASA Ames Research Center is partially within city limits and partially in the unincorporated

Figure 3.1: Regional Context



Figure 3.2: Citywide Existing Land Uses, 2009



rated area, as is the federally owned site at Middlefield Road and Moffett Boulevard. Unincorporated lands have General Plan use designations in case they are annexed in the future.

### Current Land Uses

Mountain View's diverse mix of land uses includes neighborhoods with single-family and multi-family residences, a vibrant Downtown, commercial streets and shopping districts as well as industrial districts. Most of the land in Mountain View is occupied by residential, public, institutional and open space uses. There are smaller areas of commercial use and vacant land. Current land uses will serve as a benchmark to evaluate land use change over time.

### Growth and Change

The City anticipates change by projecting the growth of population, housing and jobs through 2030 (Table 3.1). It bases projections on General Plan land uses and intensities and economic assumptions. These assumptions include

Figure 3.3: General Plan Area

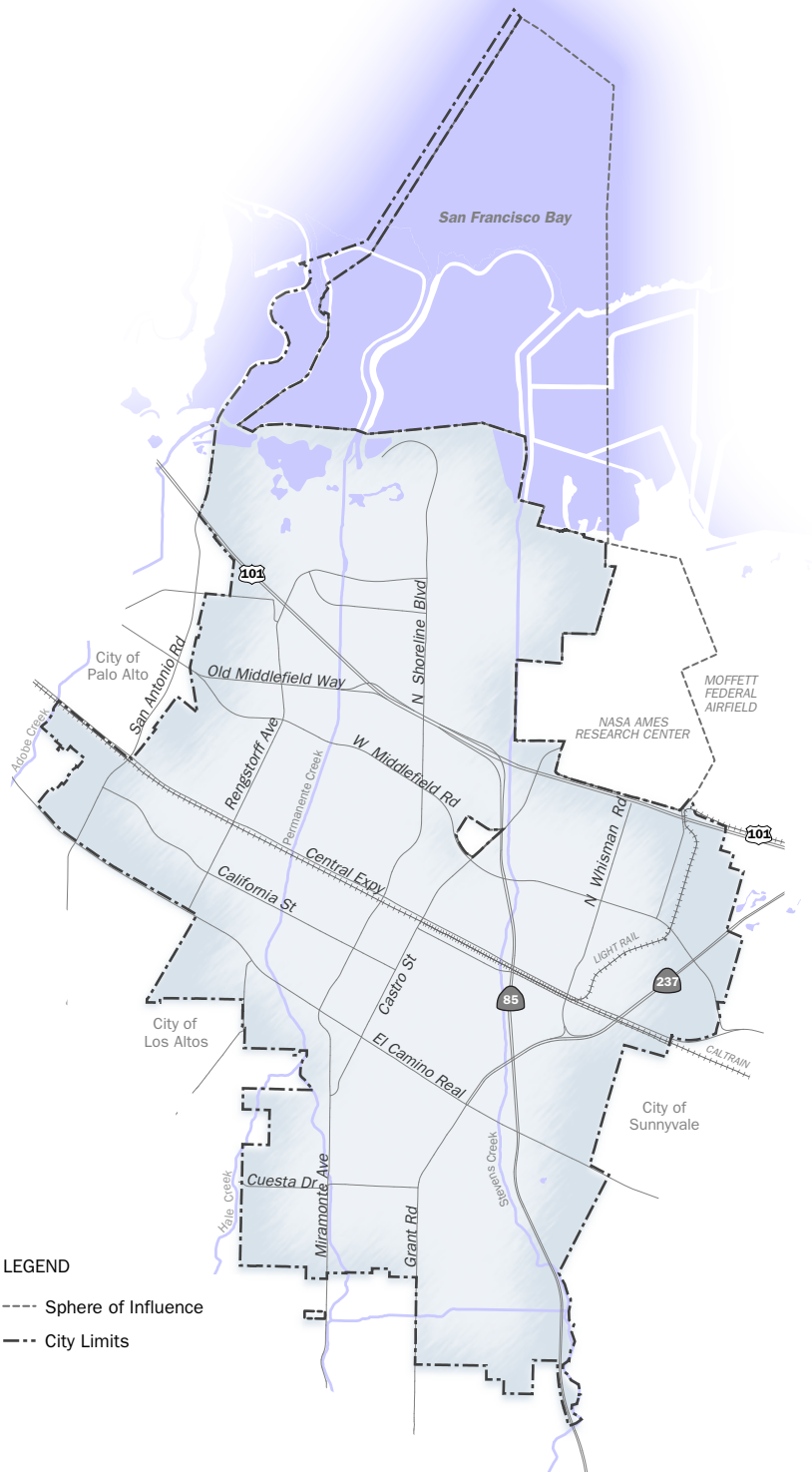


Table 3.1 Population and Jobs, 2009 and 2030 Projection				
Planning Area	Population		Jobs	
	2009	2030	2009	2030
San Antonio	12,320	16,130	2,680	3,780
Moffett/Whisman	13,740	16,560	13,860	19,190
Central Neighborhoods/Downtown	11,400	12,440	6,510	7,400
Monta Loma/Farley/Rock	13,790	15,060	6,920	7,670
Miramonte/Springer	9,540	10,250	4,830	4,900
Grant/Sylvan Park	10,610	10,820	2,470	3,250
North Bayshore	760	720	17,480	28,080
El Camino Real	1,700	4,350	5,710	6,550

Table 3.2 Languages Spoken at Home		
	1990	2009
Households that speak only English	75%	57%
Households that speak other languages	25%	43%
Source: U.S. Census, 1990 and American Community Survey, 2009		

expected types of buildings and future demand for housing and commercial uses.

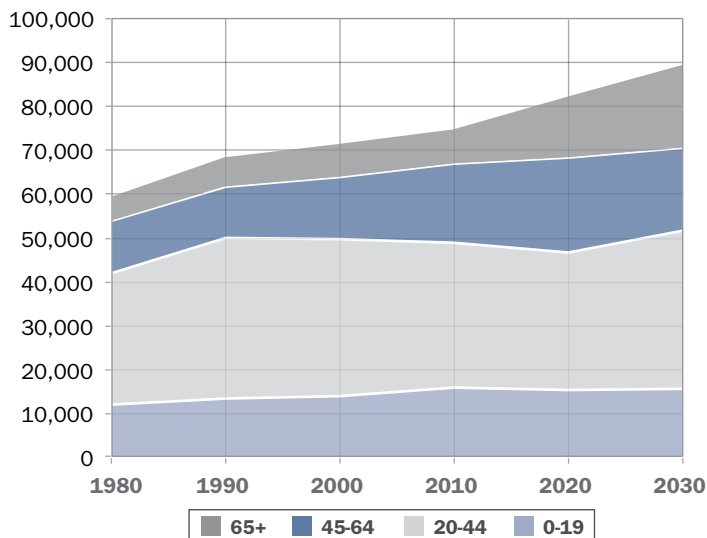
The Plan uses a broad range of policies, programs and services to meet the needs of the City's future population. The Plan will regularly evaluate these to make sure they serve unique and changing community needs.

### Demographics

Mountain View's population has become more diverse over the last few decades. Residents speak more languages and have grown older. These trends are expected to continue over the life of the General Plan (Table 3.2 and Figure 3.4).

Policies and programs will help meet these changing community needs. For example, older people will need different types of housing. Key strategies to address these needs are outlined in this Element and in the Housing Element's Policies and Programs section.

Figure 3.4: Age Groups



Source: U.S. Census, Association of Bay Area Governments

### Housing

Mountain View had 33,881 housing units in 2010, according to the U.S. Census. Most were apartments, duplexes and condominiums, all serving diverse groups (Table 3.3). Future housing will be primarily multi-family buildings, which supports the community's vision for change in key areas. This will help the City address future housing needs by offering a wide range of housing options.

The Plan covers the major strategies for future housing by defining where it is located and how intensely the land is used. Housing growth will focus in the El Camino Real and San Antonio Change Areas. These areas offer housing opportunities near services and public transportation that will be useful for the city's increasingly older residents who do not drive, but need to shop and take advantage of other services. Other groups with their own needs would also benefit from being near strong public transportation services.

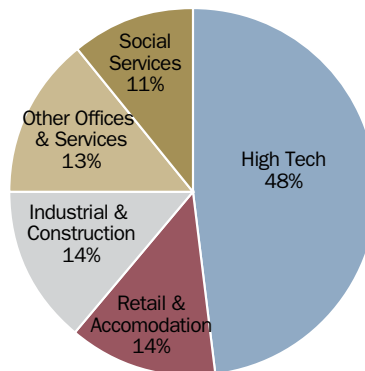
### Jobs

Mountain View expects future jobs to be concentrated in the information, professional, scientific and technical services categories (Figure 3.5). The Plan's land use designations promote higher-intensity office uses, particularly in the North Bayshore and East Whisman Change Areas. These locations are key areas that will support these types of jobs.

For many years, Mountain View has been a center of innovation that supports new start-up companies and expanding companies in the technology,

Table 3.3 Housing Units, 2010	
Multi-Family	55%
Single Family	41%
Mobile Homes	4%
Source: US Census, American Community Survey, 2010	

Figure 3.5: Job Sectors, 2008



Source: U.S. Census, Zip Code Business Patterns, 2008

software and life science industries. These industries will continue to grow and provide more jobs in these areas. The City expects more modest growth in service and retail jobs.

### Economics

Mountain View is strategically located in the heart of Silicon Valley, and includes many technology, software and life sciences companies. Its wide range of commercial and industrial uses contributes to the city's overall economic strength through property, sales and use taxes. The Plan includes higher-intensity office and commercial land use designations to support business growth and a robust tax base.

## Land Use and Transit Ridership

One of several Bay Area studies that analyzed the relationship between land use and public transportation ridership found that people who live within a half-mile of rail stops are four times as likely to use transit, three times as likely to ride a bicycle and twice as likely to walk than those who live farther away. In Mountain View, the census tract areas with the highest rate of public transit users are along the Caltrain and light rail lines and along El Camino Real.

The city also has several concentrated centers of stores and services. They include Downtown and shopping centers along El Camino Real, San Antonio Road, Grant Road and Charleston Road. Their local and regional customers contribute to the City's tax base.

Building on Mountain View's economic success, the General Plan includes greater land use intensities to support continued growth, particularly in the North Bayshore, East Whisman and San Antonio Change Areas and in key neighborhoods throughout the city.

### Mountain View's Leadership in Sustainable Planning

Mountain View has long been a leader in sustainable land use and transportation planning. The city has many higher-intensity land uses planned and built around public transportation infrastructure, including commuter rail service from Caltrain and light rail and bus service from the Santa Clara Valley Transportation Authority.

The General Plan advances sustainability through the following broad strategies.

### Greenhouse Gas Reduction Program and Mobility

The Greenhouse Gas Reduction Program is based on the General Plan's projected growth. It identifies steps to reduce overall greenhouse gas emissions in Mountain View. It also expands options for people to bicycle, walk and take transit to reduce their use of automobiles. Citywide pedestrian improvements identified in the City's Pedestrian Master Plan also support sustainable planning.

### Sustainable Development

Advancing citywide sustainability is a key community value. It is especially important in the North Bayshore and East Whisman Change Areas where commercial growth is envisioned. The Plan establishes new sustainability policies and increases land use intensities in these areas to achieve highly sustainable development.



### Tradition of Great Urban Design

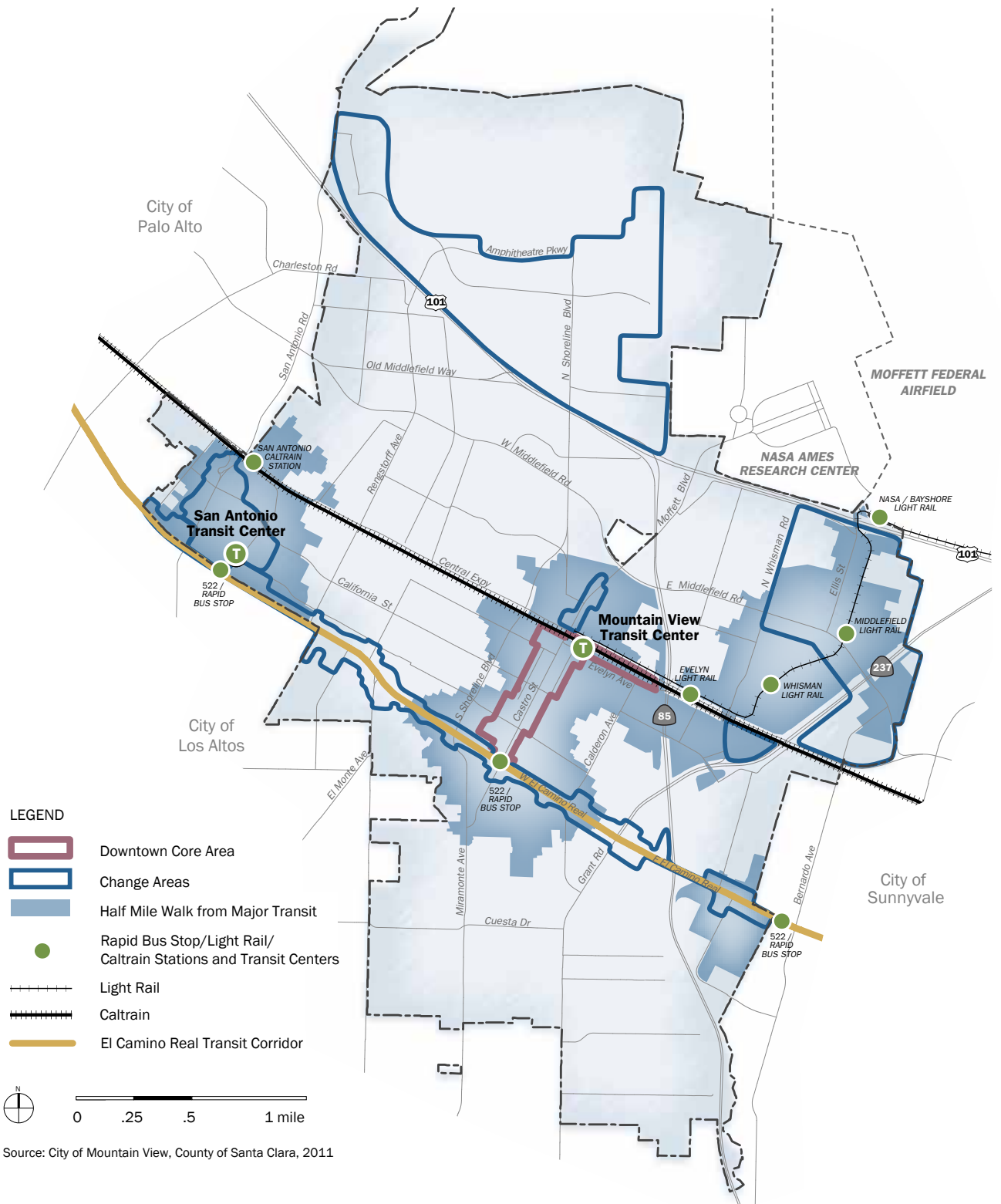
The design of buildings, sidewalks, streets, parks and other public spaces plays a vital role in shaping Mountain View's unique character and identity. Block length, parcel size and the relationship of buildings to streets, sidewalks and parking all influence how people experience a place.



Mountain View has long valued high-quality urban design through its previous General Plans and other City plans and guidelines. This Plan continues the tradition of great urban design through its design-oriented policies and strong form and character guidance. Urban design is carried out through precise plans, zoning, design guidelines, capital improvement projects and the City's development review process.



Figure 3.6: Land Use and Transportation Strategy



### **Village Centers**

A village center is typically a neighborhood shopping center with stores and services for local residents. Village centers support diverse local businesses and services, are places to socialize, and may offer different goods and services for specific community needs. Linked village centers give residents access to a broad variety of essential goods and services.

Locating village centers throughout the city is an important way of carrying out sustainability principles by offering walkable, accessible destinations for people of all ages and abilities. They cut down on the amount of driving and greenhouse gas emissions from vehicles.

The General Plan strategically locates land for homes and businesses to

support new or enhanced village centers (Figure 3.7). The Village Center Strategy Diagram shows current village centers and possible locations for new ones. Land use policies help further define how village centers can be incorporated within the city and how connections between them can be strengthened.

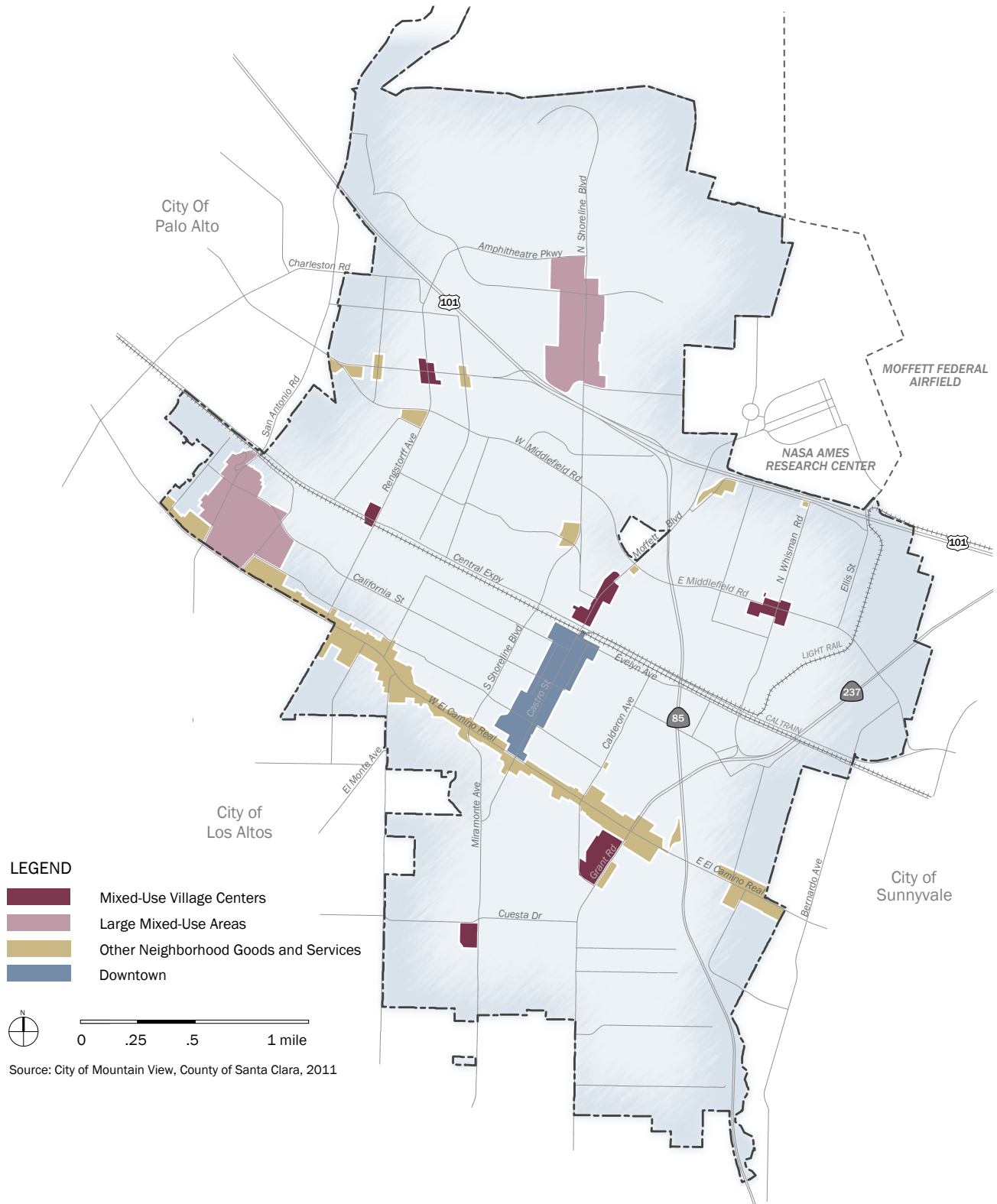
### **Land Use Designations**

The Land Use Designations section at the end of this Element describes the general distribution and intensity of land uses throughout the city. New designations support the city's growth and reflect Mountain View's desire for change in key areas. A full-scale General Plan Land Use Map is available at [www.mountainview.gov](http://www.mountainview.gov).

*A village center with retail, plazas and connections to surrounding neighborhoods*



Figure 3.7: Village Center Strategy



## Mountain View's Land Use Principles

Mountain View's General Plan employs a forward-thinking approach to land use planning. The approach aligns with community values and the overarching themes outlined in the Introduction. These values are quality of life, sustainability, diversity, health and wellness and economic prosperity.

The City and community are dedicated to inspiring preservation and change through progressive planning to enhance sustainability, embrace the city's diversity and nurture human health into the future. This Element introduces a range of strategies to support this change and to sustain and improve quality of life.

Here are the five principles that guide land use planning in Mountain View.

*1. Expanded Land use Mix and Flexibility* – A flexible mix of commercial and residential land uses responds to opportunities in key areas throughout the city. Broadened mixed-use designations support community sustainability, health and economics.

*2. Sustainable Land Use and Transportation* – Focused and intensified growth and change next to public transportation corridors helps increase ridership, reduce vehicle miles traveled and greenhouse gas emissions and optimizes opportunities for highly sustainable development.

*3. Vibrant Community Health* – Public facilities, parks, plazas and trails offer exercise and socializing opportunities. Convenient access to healthy food

choices and daily goods and services benefit the community.

*4. Strong and Diverse Economy* – A greater mix of land uses and increased intensities in change areas create incentives for commercial land use redevelopment and support a larger, more diversified tax base.

*5. Great Urban Design* – High-quality design contributes to memorable, vibrant places where people enjoy spending time. Engaging buildings and public spaces include pedestrian-friendly walkways and entries, open spaces, attractive streets and efficient parking.

## Looking Forward

The following are some distinct opportunities and challenges Mountain View is likely to face over the life of the General Plan, and key strategies for addressing them. These should be top priorities as the City carries out this Element's goals and policies, which are described in the next section.

*Local and regional land use planning collaboration.* Collaborative planning processes addressing regional challenges such as housing, transportation and reduction of greenhouse gas emissions are critical to effective land use planning. This Plan supports continued collaboration and information sharing between the City, regional planning agencies and surrounding cities.

*Focused land use preservation and change.* The community aims to maintain the land use density and character



of much of Mountain View through policies to preserve and enhance neighborhoods. The General Plan focuses new growth and development in change areas and includes policies to ensure that new development successfully integrates into the environment.

*Planning for changing demographics.* Increased densities in key areas will help accommodate population growth. Land use designations allow a variety of housing types and densities in addition to commercial uses. They support “aging in place” housing options for seniors and other options for special populations in areas close to stores, services and public transportation.

*Increased mix of uses.* New land use designations such as Neighborhood Mixed-Use and Mixed-Use Center support a range and mix of commercial and residential land uses. This mix offers more opportunities for residents to access goods and services through walking, bicycling and public transportation. This supports sustainability and healthy living. Creating higher-intensity, mixed-use designations allows more flexibility in accommodating future uses.

*Sustainable land use planning.* Mountain View aims to improve upon past sustainable planning efforts by further increasing land use intensities along major transportation corridors, updating bicycling and pedestrian goals and policies, expanding sustainable transportation options for residents and workers through strategies such as an enhanced North Bayshore shuttle system and other strategies outlined in the Greenhouse Gas Reduction

Program, Pedestrian Master Plan and Green Building Ordinance.

*Land use and health and wellness.* The General Plan sets an important path for improving conditions to enhance the health of its residents. These steps include a transportation and land use pattern that encourages physical activity and new land use designations to support housing near stores and services. The new designations will offer more opportunities for walking and bicycling to take advantage of services and more policies to promote safe and healthy living conditions.

*Land use and economics.* Land use can play a significant role in supporting a larger and more diversified tax base. This Plan allows a more flexible mix of uses including high-intensity office and commercial land use. Plan policies also support attracting and keeping Mountain View’s signature technology, software, and science businesses.

*Emphasis on urban design, form and character.* Mountain View seeks to maintain its tradition of high-quality development and to achieve desired physical characteristics in change areas. The continued importance of high-quality urban design is reflected in the General Plan through citywide and change area goals and policies, form and character guidance, and Mobility Element policies.

## Citywide Goals and Policies

Land Use and Design (LUD) goals are broad statements describing the city's future. Policies are more specific direction to achieve each goal. Actions for implementing these goals and policies are detailed separately in the General Plan's Action Plan.

### Planning Process

Planning process policies aim to create an open, inclusive and collaborative decision-making process.

**Goal LUD-1:** *Open and inclusive planning processes.*

#### Policies

**LUD 1.1: Efficient and effective processes.** Regulate development through efficient, effective and transparent review processes.

**LUD 1.2: Accessibility.** Make public meetings and documents open and accessible to all segments of the population.

**LUD 1.3: Community involvement.** Encourage the community to be active and engaged in community planning and development processes, and promote collaboration among key stakeholders to provide input during the planning process.

**LUD 1.4: Community outreach.** Engage the community regularly through outreach activities such as neighborhood meetings and use of the latest technologies.

**LUD 1.5: Development review process.** Use the City's development review process to ensure well-designed projects.

### Regional Coordination

Regional planning policies seek to coordinate and influence regional planning issues with local goals and priorities.

**Goal LUD-2:** *Effective coordination with regional agencies and other local governments on planning issues.*

#### Policies

**LUD 2.1: Regional land use decisions.** Influence regional decisions on land use, transportation, economic development, sustainability and other topics to improve the quality of life for the Mountain View community.

**LUD 2.2: Regional plan considerations.** Review appropriate regional planning agency policies, studies and documents when considering land use changes.

**LUD 2.3: Local collaboration.** Collaborate with neighboring jurisdictions on issues of mutual interest.

**LUD 2.4: Moffett Field and NASA Ames collaboration.** Collaborate with Moffett Field and NASA Ames on development, economic opportunities and issues of mutual interest.

**LUD 2.5: Moffett Federal Airfield.** Encourage compatible land uses within the Airport Influence Area for Moffett Federal Airfield as part of Santa Clara County's Comprehensive Land Use Plan.

### **Land Use Mix, Distribution and Intensity**

Policies for the mix of land uses promote sustainability and economic goals through a diverse and flexible range of land uses.

**Goal LUD-3:** *A diverse, balanced and flexible mix of land uses that supports a strong economy, complete neighborhoods, transit use and community health.*

#### **Policies**

**LUD 3.1: Land use and transportation.** Focus higher land use intensities and densities within a half-mile of public transit service, and along major commute corridors.

**LUD 3.2: Mix of land uses.** Encourage a mix of land uses, housing types, retail and public amenities and public neighborhood open spaces accessible to the community.

**LUD 3.3: Health.** Promote community health through land use and design.

**LUD 3.4: Land use conflicts.** Minimize conflicts between different land uses.

**LUD 3.5: Diversity.** Encourage residential developments serving a range of diverse households and incomes.

**LUD 3.6: Access to healthy food choices.** Ensure all neighborhoods have access to healthy food choices at grocery stores within walking or bicycling distance.

**LUD 3.7: Upgraded commercial areas.** Encourage the maintenance, enhancement and redevelopment of older commercial districts, shopping centers and corridors.

**LUD 3.8: Preserved land use districts.** Promote and preserve commercial and industrial districts that support a diversified economic base.

**LUD 3.9: Parcel assembly.** Support the assembly of smaller parcels to encourage infill development that meets City standards and spurs neighborhood reinvestment.

**LUD 3.10: Zoning standards for sensitive uses.** Allow sensitive uses such as child care in the North Bayshore and East Whisman Change Areas with measures to protect those uses from hazardous materials used by surrounding businesses.

### **Land Use and Access to Services**

Policies for land use and accessible services coordinate land use with mobility improvements by placing commercial services, village centers and other daily destinations within safe and convenient walking and bicycling distance of housing and jobs.

**GOAL LUD-4:** *Local retail and services within comfortable walking and bicycling distance of all residents and employees.*

### **Policies**

**LUD 4.1: Well-distributed and accessible neighborhood centers.** Plan for improved pedestrian accessibility to commercial areas from each neighborhood to increase access to retail, goods and services that serve local residents.

**GOAL LUD-5: Pedestrian-accessible village centers that serve surrounding neighborhoods.**

### **Policies**

**LUD 5.1: Land use and village centers.** Encourage and promote centers that people can reach by bicycling or walking with a focus on areas identified in the Village Center Strategy Diagram.

**LUD 5.2: Village center uses and character.** Encourage a mix of residential, commercial or other neighborhood-serving uses in village centers, with active ground-floor uses and public space to create an inviting pedestrian environment and a center of activity.

**LUD 5.3: Community gathering.** Encourage community-gathering destinations such as plazas, open space or community facilities within village centers.

**LUD 5.4: Connections.** Encourage pedestrian, bicycling and public transit connections and amenities between village centers and surrounding neighborhoods.

## **Neighborhoods**

Neighborhood policies help protect and enhance the quality of life in neighborhoods by preserving their character.

**Goal LUD-6: Distinctive neighborhoods that preserve and enhance the quality of life for residents.**

### **Policies**

**LUD 6.1: Neighborhood character.** Ensure that new development in or near residential neighborhoods is compatible with neighborhood character.

**LUD 6.2: Equitable location of amenities.** Pursue equitable distribution of community amenities, public facilities and services within walking distance of residential neighborhoods.

**LUD 6.3: Street presence.** Encourage building facades and frontages that create a presence at the street and along interior pedestrian paseos or pathways.

**LUD 6.4: Neighborhood association development.** Support the formation of neighborhood associations and organizations to create neighborhood improvement strategies and to sponsor social and safety events.

**LUD 6.5: Pedestrian and bicycling improvements.** Support pedestrian and bicycling improvements and connections between neighborhoods.



## Downtown

Downtown policies recognize it as a center for social, cultural and business activity while promoting more diverse businesses and high-quality design for new and redeveloped buildings.

**Goal LUD-7:** *A vibrant Downtown that serves as the center for Mountain View social and civic life.*

### Policies

**LUD 7.1: Downtown.** Promote Downtown as a daytime and nighttime center for social, entertainment, cultural, business and government activity.

**LUD 7.2: Renovation and reuse.** Encourage the renovation and reuse of Downtown buildings.

**LUD 7.3: Human-scaled building details.** Support new and renovated Downtown buildings that include human-scaled details such as transparent windows on the ground floor that face the street, awnings and architectural features to create a comfortable and interesting pedestrian environment.

**LUD 7.4: Daily goods and services.** Encourage neighborhood businesses that provide daily goods and services Downtown.

**LUD 7.5: Compatible uses and design.** Ensure compatible uses and building design Downtown along the boundaries between residential and commercial areas.

**LUD 7.6: Parking space flexibility.** Encourage a portion of Downtown street parking spaces to be removed or reconfigured to accommodate pedestrian and bicycle amenities.

**LUD 7.7: California High-Speed Rail.** Participate with the California High-Speed Rail Authority in planning any high-speed rail service to address urban design, traffic and circulation, historic resources and economic impacts Downtown.

## Streetscapes and Public Spaces

Streets and public space policies guide safe and sustainable street and public space improvements that support everyone who uses the streets.

**GOAL LUD-8:** *A network of pedestrian-oriented, sustainable and public spaces.*

### Policies

**LUD 8.1: City gateways.** Emphasize city gateways that create a distinct and positive impression.

**LUD 8.2: Streets friendly to bicyclists and pedestrians.** Encourage a network of streets friendly to bicyclists and pedestrians that create a safe and comfortable environment and include convenient amenities and features.

**LUD 8.3: Enhanced publicly-accessible bicycle and pedestrian connections.** Encourage new and existing developments to enhance publicly-accessible bicycle, pedestrian and transit connections.

**LUD 8.4: Pedestrian-oriented civic and public spaces.** Create and encourage new pedestrian-oriented civic and public spaces throughout the city.

**LUD 8.5: Pedestrian and bicycle amenities.** Encourage attractive pedestrian and bicycle amenities in new and existing developments, and ensure that roadway improvements address the needs of pedestrians and bicyclists.

**LUD 8.6: Traffic-calming measures.** Carry out traffic-calming measures through the City's Neighborhood Traffic Management Program.

**LUD 8.7: Sustainable streets.** Encourage sustainable streets that include drought-tolerant landscaping, natural stormwater treatment areas and other sustainable features.

### **Integrating Buildings into the Community**

Policies for integrating buildings into the community focus on how buildings relate to public streets and surrounding neighborhoods through design strategies and pedestrian improvements.

**GOAL LUD-9: Buildings that enhance the public realm and integrate with the surrounding neighborhood.**

#### **Policies**

**LUD 9.1: Height and setback transitions.** Ensure that new development includes sensitive height and setback transitions to adjacent structures and surrounding neighborhoods.

**LUD 9.2: Compatible transit-oriented development.** Encourage transit-oriented development that is compatible with surrounding uses and accessible to transit stations.

**LUD 9.3: Enhanced public space.** Ensure that development enhances public spaces through these measures:

- Encourage strong pedestrian-oriented design with visible, accessible entrances and pathways from the street.
- Encourage pedestrian-scaled design elements such as stoops, canopies and porches.
- Encourage connections to pedestrian and bicycle facilities.
- Locate buildings near the edge of the sidewalk.
- Encourage design compatibility with surrounding uses.
- Locate parking lots to the rear or side of buildings.
- Encourage building articulation and use of special materials to provide visual interest.
- Promote and regulate high-quality sign materials, colors and design that are compatible with site and building design.
- Encourage attractive water-efficient landscaping on the ground level.

**LUD 9.4: Enhanced pedestrian activity.** Ensure commercial development enhances pedestrian activity through these strategies:

- Encourage the first level of the building to occupy a majority of the lot's frontage, with exceptions for vehicle and pedestrian access.
- Allow for the development of plazas and dining areas.
- Encourage the majority of a building's ground floor frontage to provide visibility into the building by incorporating windows and doors.
- Require that ground floor uses be primarily pedestrian-oriented.
- Ensure pedestrian safety and access when designing parking areas and drive-through operations.
- Minimize driveways.

**LUD 9.5: View preservation.** Preserve significant views throughout the community.

**LUD 9.6: Light and glare.** Minimize light and glare from new development.

## **Sustainable Building Design and Development**

Policies for sustainable building design and development support development that conserves resources and creates healthful living environments.

**Goal LUD-10: High-quality, sustainable and healthful building design and development.**

### **Policies**

**LUD 10.1: Sustainable design and materials.** Encourage high-quality and sustainable design and materials.

**LUD 10.2: Low-impact development.** Encourage development to minimize or avoid disturbing natural resources and ecologically significant land features.

**LUD 10.3: Flexible building design.** Encourage flexible building design to enable re-use of buildings.

**LUD 10.4: Building retrofitting.** Encourage retrofits of existing buildings, where cost-effective, to meet community sustainability goals.

**LUD 10.5: Building energy efficiency.** Incorporate energy-efficient design features and materials into new and remodeled buildings.

**LUD 10.6: On-site energy technologies.** Support on-site renewable energy technologies that help reduce community energy demand.

**LUD 10.7: Beneficial landscaping options.** Promote landscaping options that conserve water, support the natural environment and provide shade and food.

**LUD 10.8: Access to healthful food.** Increase access to healthful local food by encouraging development to include water-efficient gardens, fruit trees and edible landscaping.

**LUD 10.9: Sustainable roofs.** Encourage sustainable roofs to reduce a building’s energy use, reduce the heat island effect of new and existing development and provide other ecological benefits.

**LUD 10.10: Community education.** Promote education on sustainable development and building design.

## **Historic Preservation**

Historical preservation policies preserve historic resources and encourage their continued protection and enhancement.

**Goal LUD-11: Preserved and protected important historic and cultural resources.**

### **Policies**

**LUD 11.1: Historical preservation.** Support the preservation and restoration of structures and cultural resources listed in the Mountain View Register of Historic Resources, the California Register of Historic Places or National Register of Historic Places.

**LUD 11.2: Adaptive re-use.** Encourage the adaptive re-use of historic buildings in ways that retain their historical materials and character-defining features.

**LUD 11.3: Incentives.** Encourage historical preservation through incentives and opportunities.

**LUD 11.4: Moffett Field.** Support the preservation of historic buildings and hangars at Moffett Field and NASA Ames.

**LUD 11.5: Archaeological and paleontological site protection.** Require all new development to meet state codes regarding the identification and protection of archaeological and paleontological deposits.

**LUD 11.6: Human remains.** Require all new development to meet state codes regarding the identification and protection of human remains.

## **Economic Development and Fiscal Stability**

### **Fiscal Stability**

Fiscal stability policies aim for a fiscally sustainable government.

**Goal LUD-12: A fiscally sustainable City government that preserves and enhances quality of life.**

### **Policies**

**LUD 12.1: Fiscal health.** Maintain and improve the City’s long-term fiscal health.

**LUD 12.2: Stable City revenues.** Maintain strong and stable sources of City revenues.

**LUD 12.3: Land uses and revenue.** Encourage land uses that generate City revenue.

**LUD 12.4: City-owned land.** Maximize revenue from City-owned land and strategically acquire new land to generate revenue.

**LUD 12.5: Operational savings.** Pursue programs and projects that provide short-term and long-term operational cost savings, particularly activities oriented to sustainability.

### **Local Economy**

Local economy policies support proactive communication and partnerships between the City and the business community to create a strong local economy.

**Goal LUD-13: A strong local economy that retains and attracts a variety of businesses.**

### **Policies**

**LUD 13.1: Business community.** Establish and maintain proactive communication between the business community and the City to support economic development opportunities.

**LUD 13.2: Well-designed work environments.** Encourage well-designed work environments that promote employee health and wellness.

**Goal LUD-14: A city that is a center for innovative technologies, jobs and businesses.**

### **Policies**

**LUD 14.1: Business community communication.** Create ongoing communication and coordination between the business community and the City that promotes and supports innovation.

**LUD 14.2: Affordable commercial and industrial space.** Promote and support affordable and flexible commercial and industrial building space for new and emerging businesses.

**LUD 14.3: Business attraction.** Attract innovative and emerging technology businesses to the city.

**LUD 14.4: City partnerships.** Create partnerships among the City, local businesses and other organizations to develop emerging technology pilot programs and services.

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## CHANGE AREAS

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Extensive community input helped identify where Mountain View could significantly change over the life of the General Plan, and what the change could look like in the built environment, open spaces, natural habitats and community connections. Each change area is part of its own larger planning area.

The General Plan change areas include (Figure 3.8):

- North Bayshore
- East Whisman
- El Camino Real
- San Antonio
- Moffett Boulevard

The General Plan identifies new land uses and intensities for change areas, primarily in commercial and industrial zoned areas along corridors and in commercial locations. Changes in these areas include greater commercial intensities and residential densities than under the 1992 General Plan and new, more intensive mixed-use designations.

After an introduction to form and character, the rest of this section presents a vision, goals and policies and form and character for each change area.

The vision descriptions present a high-level snapshot of how these areas may change over time to help Mountain View achieve its General Plan vision. Citywide General Plan goals and policies also apply to change areas.

### Form and Character

This section further describes the principles for design and development in change areas—how they will develop and look. These are not policy mandates. They reinforce General Plan policies, and will guide Zoning Ordinance and precise plan updates, the development review process and capital improvement projects in change areas.

Form and character includes four key topics:

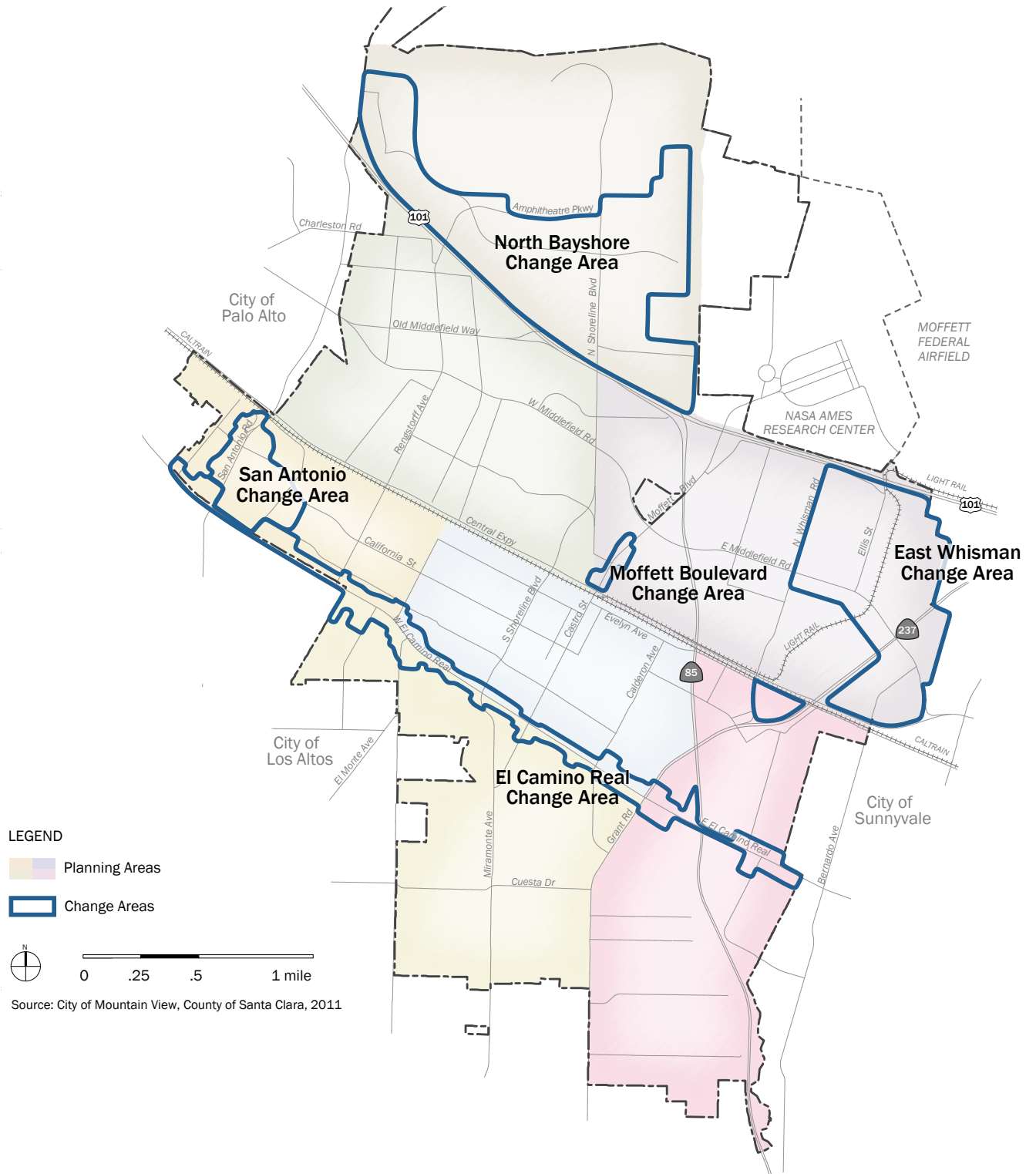
*Pedestrian and Bicyclist Environment* shows how the network of blocks and streets accommodates pedestrians and bicyclists. Pedestrians, bicyclists and drivers use streets to different degrees, depending on the context.

*Site Layout and Design* describes how development projects are designed, including buildings, landscaping, parking and access.

*Plazas and Shared Space* addresses how areas such as plazas, courtyards and trails can be incorporated into change areas.

*Building-to-Street Relationship* refers to how buildings are designed and positioned in relation to the street.

Figure 3.8: Change Areas



## NORTH BAYSHORE CHANGE AREA



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### VISION

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The North Bayshore Change Area continues its role as a major high-technology employment center, and emerges as a model of innovative and sustainable development that protects and stewards biological habitat and open space within the Change Area and North Bayshore as a whole.

In 2030, sensitive species of Shoreline at Mountain View Regional Park remain and thrive. Shoreline at Mountain View, the Stevens and Permanente creeks, Charleston Basin wetlands, and the Stevens Creek Trail remain unique and defining features of the area. Businesses and development respect and enhance the nearby wildlife, wetlands, trees and habitat areas that make the area unique. Workers and visitors enjoy nature and views of open space, the bay and mountains.

A more intensive mix of land uses promotes sustainable growth with additional services for people who live or work nearby. Start-ups and small businesses create an economically diverse area. New development incorporates highly sustainable design features and materials.

Shoreline Boulevard is the spine of North Bayshore, with a mix of land uses and ground-floor pedestrian activity. The North Shoreline Boulevard and Highway 101 area is revitalized as a gateway destination with a mix of stores, services, entertainment and hotels.

North Bayshore's pattern of large blocks has new pedestrian and bicycle connections. These make it easier and more sustainable and efficient for employees to move around in an active campus environment. Improved transportation services connect to the Mountain View Transit Center and other city destinations.

A network of well-distributed plazas, greens and public spaces enhances North Bayshore's vast open space while stewarding the area's sensitive species and habitats. The area uses strategies to adapt to rising sea levels.



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## GOALS AND POLICIES

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### Innovation and Sustainability

Innovation and sustainability policies support the area's future as a leader in highly sustainable and innovative development.

**Goal LUD-15:** *An area that is a model of highly sustainable and innovative development, protective of the natural and biological assets of the area.*

#### Policies

**LUD 15.1: A leader in sustainable planning.** Create and promote North Bayshore as a leader in innovative and sustainable planning and growth.

**LUD 15.2: Sustainable development focus.** Require sustainable site planning, building and design strategies.

**LUD 15.3: Highly sustainable development.** Encourage new or significantly rehabilitated development to include innovative measures for highly sustainable development.

**LUD-15.4: Wildlife friendly development.** Implement wildlife friendly site planning, building and design strategies.

### Land Use and Design

Land use and design policies support an increased diversity and mix of land uses and protected open space resources and habitat.

**Goal LUD-16:** *A diverse area of complementary land uses and open space resources.*

#### Policies

**LUD 16.1: Protected open space.** Protect and enhance open space and habitat in North Bayshore.

**LUD 16.2: Mix of uses.** Create and promote the North Shoreline Boulevard corridor as a vibrant mix of commercial, service and entertainment uses.

**LUD 16.3: Business-class hotel.** Encourage the development of a business-class hotel and conference center.

**LUD 16.4: Innovative corporate campuses.** Encourage innovative corporate campus designs.

**LUD 16.5: Protected views.** Protect views by including open areas between tall buildings.

**LUD 16.6: Open space amenities.** Encourage development to include open space amenities, plazas and parks that are accessible to the surrounding transit, bicycle and pedestrian network.

**LUD 16.7: Gateway development.** Support the creation of a gateway development with a diverse mix of uses near Highway 101 and North Shoreline Boulevard.

# NORTH BAYSHORE CHANGE AREA

## Mobility

Mobility policies create a sustainable and efficient transportation system that connects to Downtown, improves bicycle and pedestrian circulation, and plans for future connections to surrounding areas.

**Goal LUD-17:** *A sustainable and efficient multi-modal transportation system.*

### Policies

**LUD 17.1: Connectivity.** Improve connectivity and integrate transportation services between North Bayshore, Downtown, NASA Ames and other parts of the city.

**LUD 17.2: Transportation Demand Management strategies.** Require development to include and implement Transportation Demand Management strategies.

**LUD 17.3: Bicycle and pedestrian focus.** Support bicycle and pedestrian improvements and connections to and throughout North Bayshore.

**LUD 17.4: North Shoreline Boulevard and Rengstorff Avenue enhancements.** Encourage the enhancement of North Shoreline Boulevard, Rengstorff Avenue and other key streets in North Bayshore through new development and street design standards.

## Sea-Level Rise

Sea-level rise policies create a forward-thinking strategy for adapting to this potential future change.

**Goal LU-18:** *A comprehensive strategy for reducing the effects of future sea-level rise.*

### Policies

**LUD 18.1: Collaboration on sea-level rise impacts.** Collaborate with regional, state and federal agencies to address the effects of potential rises in sea levels through assessing vulnerabilities and creating adaptation strategies.

**LUD 18.2: Flood retention areas.** Plan for the development of flood retention areas to address effects from sea-level rise.

## FORM AND CHARACTER

### Pedestrian and Bicyclist Environment

- An active, cohesive, pedestrian-oriented North Shoreline Boulevard corridor with wide sidewalks and tree wells.
- Smaller blocks, including mid-block pedestrian and bicycle paths.
- Wide sidewalks with planter strips.
- A well-connected bicycle network with on-street bicycle lanes, bicycle-priority streets and bicycle or shared-use paths and trails.
- Pedestrian and bicyclist street improvements such as benches, bicycle parking, directional signs and landscaping.
- Short street-crossing distances and smaller curb radiuses to improve pedestrian safety.



*Wide sidewalks  
and active ground-  
floor uses along  
North Shoreline  
Boulevard*

# NORTH BAYSHORE CHANGE AREA

## Site Layout and Design

- Development includes sustainable features such as passive solar, stormwater retention, heat island reduction, renewable energy production or other types of green infrastructure and technology.
- Buildings located close to and facing the sidewalk.
- Spaces between buildings in the mixed-use area are primarily for plazas, paths and greens.
- Driveways and parking access designed to limit conflicts with pedestrians.
- Parking located in the least visible locations with permeable surfaces, significant landscaping including trees and direct pedestrian paths to building entrances.
- Landscaping supports campus-like outdoor amenity spaces.
- Significant landscaping and visual buffering such as trees or large planting areas within building setbacks.
- Innovative architecture that responds to its unique surroundings.
- Buildings break up massing and avoid long, uninterrupted walls along the street.
- Step-backs of upper building floors where smaller looking buildings are desired, such as along pedestrian routes.
- Parking structures preferred over parking lots, especially in key pedestrian areas.

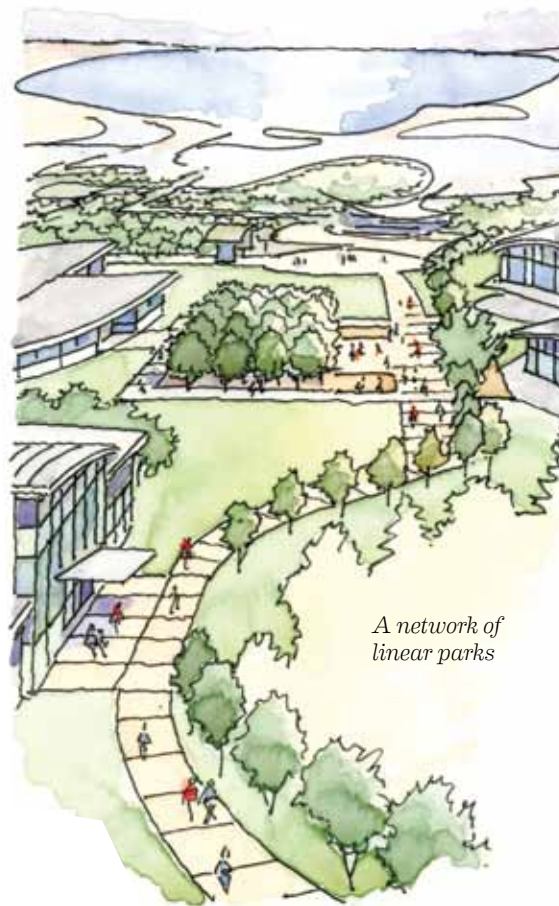
## NORTH BAYSHORE CHANGE AREA

### Plazas and Shared Space

- Paths and trails connecting open spaces, campuses and key destinations.
- Plazas distributed throughout North Bayshore, especially near transit and along mixed-use streets.
- Parks, streets and trails encourage views of Shoreline at Mountain View Regional Park and the mountains.
- Natural, habitat-oriented open space areas encouraged, particularly near Stevens Creek, Permanente Creek, Shoreline at Mountain View Regional Park and bay wetlands.

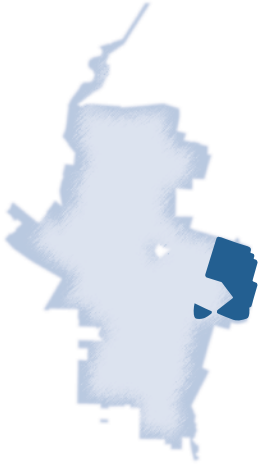
### Building-to-Street Relationship

- Building massing and design create building fronts oriented to pedestrians.
- Building frontages include doors and windows.
- Building entrances face streets, plazas and open areas accessible to the public.
- Mixed-use and commercial buildings include attractive, functional and visible ground-floor features such as awnings, signs and other pedestrian-scaled elements.



*A network of linear parks*

## EAST WHISMAN CHANGE AREA



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### VISION

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The East Whisman Change Area advances as a sustainable, transit-oriented employment center with an increased diversity of land uses.

In 2030, East Whisman is anchored by transit-oriented commercial buildings with highly sustainable features and materials. It is an active area with pedestrian and bicyclist connections to light rail, services and employers. Commercial buildings are designed to respect the scale and character of adjacent residential neighborhoods. East Whisman features stores, services and restaurants for neighbors and workers, who enjoy plazas and open spaces throughout the area.

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### GOALS AND POLICIES

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East Whisman policies encourage and offer incentives to more transit-oriented and sustainable development while supporting diverse land uses to serve future workers and neighbors.

**Goal LUD-19:** *An area with innovative transit-oriented developments, services for area residents and workers and strong connections to the rest of the city.*

#### **Policies**

**LUD 19.1: Land use and transportation.** Encourage greater land use intensity and transit-oriented developments within a half-mile of light rail transit stations.

**LUD 19.2: Highly sustainable development.** Provide incentives to encourage new or significantly rehabilitated development to include innovative measures for highly sustainable development.

**LUD 19.3: Connectivity improvements.** Support smaller blocks, bicycle and pedestrian improvements and connections throughout the area.

**LUD 19.4: Transportation Demand Management strategies.** Require development to include and carry out Transportation Demand Management strategies.

**LUD 19.5: Village centers.** Promote new or expanded village centers that serve the area.

**LUD 19.6: Residential transitions.** Require development to provide sensitive transitions to adjacent residential uses.

**LUD 19.7: NASA Ames and Moffett Field area connections.** Create stronger connections between East Whisman and the NASA Ames and Moffett Field areas.



# EAST WHISMAN CHANGE AREA

## FORM AND CHARACTER

### Pedestrian and Bicyclist Environment

- Pedestrian and bicycle networks connecting to transit and key destinations, including mid-block trails throughout East Whisman.
- Wide sidewalks and pedestrian amenities, such as benches, tree wells and directional signs at key nodes.
- Sidewalks with planter strips outside of key nodes.
- A well-connected bicycle network with on-street bicycle lanes and off-street bicycle or shared-use trails.
- Small curb radiuses and shorter pedestrian crossings, especially near retail, trails and transit.

*Pedestrian connections to transit*



### Site Layout and Design

- Development includes sustainable features such as passive solar, stormwater retention, heat island reduction, renewable energy production, or other types of green infrastructure and technology.
- Buildings located at or near sidewalk for a significant portion of site frontage.
- Greater building setbacks with landscape buffers in locations adjacent to surrounding residential areas.



## EAST WHISMAN CHANGE AREA

- Buildings oriented towards transit stations and retail nodes.
- Parking primarily located to rear or along sides of site.
- Developments designed to accommodate and minimize conflicts with pedestrian and bicycle routes.
- Significant landscaping such as trees or large planting areas for portions of buildings set back from the street.
- Buildings sensitively transition to nearby existing neighborhoods.
- Larger buildings broken down into smaller volumes.
- Step-backs of upper building floors where a smaller-scale building appearance is desired, such as along pedestrian routes or trails.
- Structured parking preferred over surface parking, especially in key pedestrian areas.

### Plazas and Shared Space

- Paths, trails and linear parks connect to streets, creeks, parks and surrounding areas.
- Plazas and open spaces distributed throughout area.
- Plazas engage with higher-intensity buildings and uses near village centers and transit stations.

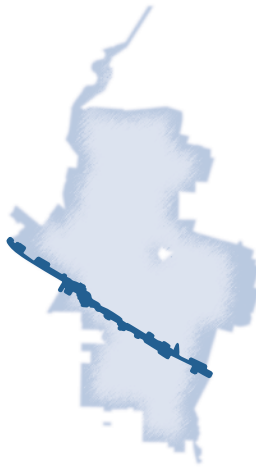
### Building-to-Street Relationship

- Building frontages help create a safe and comfortable pedestrian experience.
- Buildings include ground-floor design elements.
- Pedestrian-scale building elements activate the street, especially at transit stations and village centers.
- Building frontages include pedestrian entrances and windows.
- Building entrances oriented toward streets, plazas and open areas.
- Building frontages include plazas and courtyards, landscaping, murals, street furniture, and similar features.

*Landscaping and building entrances create a comfortable pedestrian experience*



## EL CAMINO REAL CHANGE AREA



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### VISION

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El Camino Real becomes a revitalized grand boulevard with a diverse mix of commercial and residential uses and public improvements.

In 2030, El Camino Real is a grand boulevard that connects Mountain View with other cities and links diverse neighborhoods. It is a vibrant, landscaped, comfortable and convenient place where people want to be. It is easy to cross El Camino Real by walking or riding a bicycle.

El Camino Real's residential and mixed-use buildings are compact, varied and interesting. They offer a range of places to live and work close to services and transit stops. Buildings and public plazas engage the street and create pedestrian activity. Buildings transition gracefully to residential neighborhoods.

El Camino Real is a transit corridor anchored by regional and local commercial buildings. Transportation services are safe, efficient and convenient.

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### GOALS AND POLICIES

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El Camino Real policies support future redevelopment and enhancement to create a corridor friendly to transit and pedestrians with a mix of commercial and residential land uses compatible with surrounding neighborhoods.

**Goal LUD-20:** *A vibrant transit and pedestrian corridor with a mix of land uses.*

#### **Policies**

**LUD 20.1: Increased redevelopment.** Encourage private properties along El Camino Real to be redeveloped and enhanced.

**LUD 20.2: Focused intensive development.** Allow more intensive development in key locations based on factors such as lot size, character of surrounding land uses, distance to transit facilities and opportunities to improve a site.

**LUD 20.3: Building height variation.** Support a variety of building heights along El Camino Real to create a wide-ranging and interesting street.

**LUD 20.4: Residential design transitions.** Require sensitive design transitions between El Camino Real development and surrounding residential neighborhoods.

**LUD 20.5: Landscaped pedestrian amenities.** Encourage development to provide landscaped pedestrian amenities and gathering places.

**LUD 20.6: Parcel assembly.** Support the assembly of parcels that fosters new development projects.

**LUD 20.7: New street standards.** Support new City street design standards for El Camino Real that improve the safety and accessibility of all ways of travel.

**LUD 20.8: Street standards collaboration.** Collaborate with surrounding cities on development of street design standards.

**LUD 20.9: Regional agency collaboration.** Collaborate with the Grand Boulevard Initiative, Valley Transportation Authority (VTA), Caltrans and other regional agencies and cities on land use and transportation-improvement strategies.

## EL CAMINO REAL CHANGE AREA

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### FORM AND CHARACTER

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#### Pedestrian and Bicyclist Environment

- Street design improvements create a safer and more comfortable pedestrian environment.
- Wide sidewalks, tree wells and pedestrian improvements, especially in retail shopping areas, at major intersections and near transit stations.
- Small curb radiuses and short street-crossing distances.

*A safe and attractive pedestrian environment*



#### Site Layout and Design

- Building size and layout respond to surrounding neighborhood character and transit amenities.
- Buildings at or near the sidewalk, with variations in building heights and setbacks for an attractive street.
- Garages, driveways and sidewalk cuts minimized and designed to support a pedestrian-oriented street.
- Driveways and parking primarily oriented to rear or side of sites.
- Landscaping buffers parking areas along streets or next to residential areas.
- Upper stories of tall buildings stepped back to reduce visual bulk, especially along pedestrian routes and next to neighborhoods.
- Parking integrated into buildings preferred over parking structures, especially in key pedestrian areas.

## EL CAMINO REAL CHANGE AREA

### Plazas and Shared Space

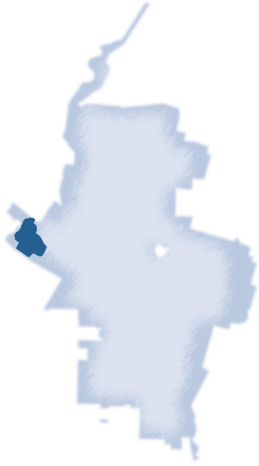
- Open areas with landscaping along the corridor to promote pedestrian comfort and activity.
- Plazas near key destinations and nodes of activity.
- Plazas and other outdoor areas integrated with active building entrances.

### Building-to-Street Relationship

- Building frontages engage the street to provide visual interest and reinforce the pedestrian environment.
- Attractive, human-scaled and visually transparent ground floors activate the street.
- First-floor heights support a range of commercial or residential uses.
- Stoops, porches and terraces on side streets.



## SAN ANTONIO CHANGE AREA



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### VISION

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The San Antonio Change Area continues to evolve as a diverse regional and community destination with a variety of land uses and mobility improvements.

In 2030, San Antonio is a lively mixture of commercial and residential uses. Bicyclists and pedestrians connect easily to surrounding neighborhoods, Caltrain and VTA transit stations. San Antonio Center, the core of the area, is a regional and local draw with its housing and stores, services and restaurants. Walkable blocks and streets oriented to pedestrians are punctuated by plazas and the Hetch Hetchy right-of-way.

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## GOALS AND POLICIES

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San Antonio policies encourage higher intensities and increased diversity of land uses with improved bicycle and pedestrian circulation and connections to public transportation.

**Goal LUD-21:** *A gateway neighborhood with diverse land uses, public amenities and strong connections to surrounding areas.*

### **Policies**

**LUD 21.1: A mix of land uses.** Support a mix of commercial land uses serving the neighborhood and the region.

**LUD 21.2: Higher-density residential near transit.** Encourage higher-density residential uses near bus and Caltrain stations.

**LUD 21.3: Improved connectivity.** Promote improved connectivity to adjacent neighborhoods, destinations and Downtown.

**LUD 21.4: Improved pedestrian and bicycle circulation.** Support improved pedestrian and bicycle circulation and connectivity throughout the area.

**LUD 21.5: Hetch Hetchy right-of-way.** Promote the use of the Hetch Hetchy right-of-way for open space and mobility improvements in the area.

**Goal LUD-22:** *A revitalized San Antonio Center with a diverse mix of uses and connections to adjacent neighborhoods.*

### **Policies**

**LUD 22.1: San Antonio Center transformation.** Support the transformation of San Antonio Center into a regional mixed-use and commercial destination.

**LUD 22.2: Residential uses.** Support new residential uses within San Antonio Center.

**LUD 22.3: Gathering spaces.** Encourage new plazas, open space and other gathering spaces in the San Antonio Center.

**LUD 22.4: Pedestrian-oriented design elements.** Ensure that developments include pedestrian-oriented design elements such as accessible building entrances, visible storefronts and landscaping.

**LUD 22.5: Finer street grid.** Promote a finer street grid and improved connectivity within San Antonio Center.

**LUD 22.6: Improved mobility.** Support improved mobility within San Antonio Center for vehicles, transit, bicyclists and pedestrians.

**LUD 22.7: Improved bicycle and pedestrian connections.** Promote improved bicycle and pedestrian connections to the San Antonio Caltrain station, El Camino Real bus service, adjacent neighborhoods and the citywide bicycle and pedestrian network.

**LUD 22.8: Parking area safety.** Ensure safe pedestrian and bicycle access through parking areas.



# SAN ANTONIO CHANGE AREA

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## FORM AND CHARACTER

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### Pedestrian and Bicyclist Environment

- Streets and paths for pedestrians and bicyclists established in the San Antonio Center.
- Large parcels include clear pedestrian, bicycle, and multi-modal roadway connections.
- Wide sidewalks and tree wells reinforce pedestrian-oriented, mixed-use setting.
- Hetch Hetchy right-of-way used as open space and a pedestrian and bicyclist connection.
- Pedestrian amenities such as plazas, street furniture and directional signs.
- Safe pedestrian and bicyclist crossings of busy streets.
- Bicycle parking in convenient and accessible locations around commercial destinations.
- Small curb radiuses and short street-crossing distances.

*Safe and attractive  
pedestrian paths  
through parking  
areas*





# SAN ANTONIO CHANGE AREA

## Site Layout and Design

- Clear network of streets, driveways and bicycle and pedestrian pathways connecting key areas.
- Site and building design well coordinated across parcels at the San Antonio Center.
- Buildings at or near sidewalk, located to support the pedestrian and bicycle environment.
- Streets, plazas and open spaces framed by buildings and their primary frontages.
- Sites and buildings designed to avoid long, uninterrupted walls along the street.
- Safe and convenient pedestrian and bicyclist connections within parking areas.
- Street parking in active pedestrian areas.
- Parking structures preferred over parking lots, especially in key pedestrian areas.
- Garage and service bay openings oriented to alleys and rear of buildings.

## Plazas and Shared Space

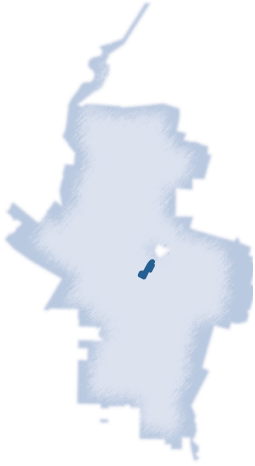
- Central connecting open space and gathering areas along Hetch Hetchy right-of-way.
- Plazas located near major commercial nodes and shaped by the most intensive buildings and uses.

## Building-to-Street Relationship

- Engaging, pedestrian-scaled building design and features along sidewalks and key pedestrian routes.
- Big-box buildings and larger parking areas wrapped by store-fronts, stand-alone buildings or other pedestrian-oriented features.
- Mixed-use and commercial buildings include attractive, functional and visible ground-floor features such as awnings, signs and other pedestrian-scaled elements.
- Residential buildings engage the street with stoops, porches, terraces and other features.
- Frequent windows and pedestrian features and high-quality materials on buildings facing the street.



## MOFFETT BOULEVARD CHANGE AREA



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### VISION

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The Moffett Boulevard Change Area transforms into a revitalized corridor supporting a flexible mix of land uses.

In 2030, Moffett Boulevard is an important gateway to Downtown with a strong connection to NASA Ames. Commercial, mixed-use and residential buildings engage the landscaped, well-lighted street while respecting the character of surrounding neighborhoods. Moffett Boulevard has plazas and other gathering areas for people. It's easy for people to walk or bicycle across Central Expressway and to get to surrounding areas.

# MOFFETT BOULEVARD CHANGE AREA

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## GOALS AND POLICIES

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Moffett Boulevard policies support a redeveloped corridor that serves as a gateway into Downtown and a connection to NASA Ames.

**Goal LUD-23:** *A revitalized gateway into Downtown.*

### **Policies**

**LUD 23.1: Enhanced public street.** Support an enhanced public street, including a gateway feature that links the area to Downtown.

**LUD 23.2: A vital corridor.** Promote Moffett Boulevard as a vital corridor and connection to NASA Ames.

**LUD 23.3: Diverse land use mix.** Encourage a diverse mix of land uses.

**LUD 23.4: Parcel assembly.** Support the assembly of parcels to spur new development projects.

**LUD 23.5: Building and site improvements.** Encourage the rehabilitation and improvement of existing buildings and properties.

**LUD 23.6: Residential transitions.** Require well-designed transitions between Moffett Boulevard development and surrounding residential uses.

**LUD 23.7: Accessibility.** Enhance accessibility along Moffett Boulevard and across the Central Expressway corridor.

**LUD 23.8: Parking supply and management.** Support strategies to improve the supply and management of parking.

# MOFFETT BOULEVARD CHANGE AREA

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## FORM AND CHARACTER

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### Pedestrian and Bicyclist Environment

- Active, pedestrian-oriented street.
- Street improvements support a distinctive gateway.
- Improved connections to the surrounding bicycle network.
- Wide sidewalks with tree wells, pedestrian amenities and connections to key destinations.
- Surrounding residential streets include continuous planter strips and trees.
- Small curb radiuses and short street-crossing distances.

### Site Layout and Design

- Buildings at or near the sidewalk to support an active pedestrian environment.
- Building size and layout integrate with surrounding residential character.
- Distinctive site and building features engage key corner locations.
- Parking primarily towards rear or sides of buildings.
- Garages, driveways and sidewalk cuts designed to support a pedestrian-oriented street.
- Upper stories of tall buildings designed to reduce visual bulk.

*Distinctive building design and features at key corners*



# MOFFETT BOULEVARD CHANGE AREA

## Plazas and Shared Space

- Outdoor amenities support commercial activity and a vibrant street.
- Plazas and gathering spaces engage key pedestrian locations.



*Outdoor amenities  
create a vibrant  
streetscape*

## Building-to-Street Relationship

- A variety of frontages activate the street, including storefronts, courtyards and terraces.
- Attractive and well-designed buildings break up long frontages.
- Doors, windows and other pedestrian building features on street-facing frontages.

## General Plan Land Use Designations

The General Plan's land use designations describe the general distribution and intensity of land uses in Mountain View (Table 3.4). General Plan Land Use Maps with these designations are located at the end of this Element. A full-scale General Plan Land Use Map is available at [www.mountainview.gov](http://www.mountainview.gov).

State law requires that the General Plan identify land uses and development intensities for each parcel in the city. Land use designations are organized into broad categories: Residential, Commercial, Mixed-Use, Office/Industrial, and Public/Institutional.

Each land use designation includes:

- *Allowed Land Uses*
- *Density or Intensity*: the maximum density or intensity allowed on parcels or within project areas.

The stated density or intensity may be exceeded through zoning or precise plan standards if it is concentrated within a portion of a change area or precise plan area to advance larger General Plan goals or policies. The total density or intensity within a change area or precise plan area shall be consistent with the General Plan Environmental Impact Report.

- *Height*: The maximum height of new buildings, measured in stories.

Heights are a guideline, and additional stories may be permitted by zoning or precise plan standards with the provision of significant public benefits or to advance larger General Plan goals or policies.

General Plan land use designations must also be considered in conjunction with the Zoning Ordinance, Zoning Map, and other local development regulations and state laws.

### Floor Area Ratio and Dwelling Units per Acre

Building intensity is measured in floor area ratio (FAR), the ratio of a building or project's floor area to its land area. FAR is typically used to measure the intensity of commercial, office and industrial uses. For example, a 45,000 square foot building on a 60,000 square foot parcel has an FAR of 0.75, regardless of the number of stories. FAR is also the development standard used to measure density and intensity in mixed-use areas; dwelling units per acre is provided to help estimate the expected population.

Consistent with the designations from the 1992 General Plan, density in residential neighborhoods is measured by the number of dwelling units per acre (DU/acre). For example, 12 units on a half-acre project results in a density of 24 DU/acre.

While FAR and DU/acre are standard ways to measure building intensity or residential density, form and character statements in the broad land use categories in this section guide how buildings are best integrated into their surroundings. Form and character guidance is described within the General Plan's land use policies, and within change area descriptions.



<b>Table 3.4 Acreage of Land Use Designations</b>	
<b>Land Use Designation</b>	<b>Acres</b>
RESIDENTIAL	2,906
Low Density Residential	1,409
Medium-Low Density Residential	217
Medium-Density Residential	807
Medium-High Density Residential	346
High Density Residential	20
Mobile Home Park Residential	107
COMMERCIAL	122
Neighborhood Commercial	20
General Commercial	58
Industrial/Regional Commercial	44
OFFICE/INDUSTRIAL	1,158
Office	20
General Industrial	221
High Intensity Office	917
MIXED-USE	511
Neighborhood Mixed-Use	17
General Mixed-Use	28
Mixed-Use Corridor	227
North Bayshore Mixed-Use	68
Mixed-Use Center	96
Downtown Mixed-Use	75
PUBLIC/INSTITUTIONAL	1,693
Parks, Schools and City Facilities	325
Regional Park	1,012
Institutional	356
<b>TOTAL*</b>	<b>6,390</b>

\*Total does not include Joint Powers Board lands

## Residential

Residential designations identify locations reserved for housing and similar uses. New development, including building massing, setbacks, and the location of garages and parking, should respect the character of the surrounding neighborhood. Street improvements should promote pedestrian comfort and safety. Shared open space in multi-family projects is combined and designed to be useful for a range of activities. Building entrances are visible from the street, and for multi-family projects, may orient towards commercial uses and transit. The location and design for cars and vehicles respects pedestrians.

Low Density Residential allows for detached, single-family houses and similar uses compatible with a quiet living environment.

- *Allowed Land Uses:* Single-family residential; parks and open space
- *Density:* 1–6 DU/acre, approximately 1–15 residents/acre
- *Height Guideline:* Up to 2 stories

Medium-Low Density Residential permits single-family homes, townhouses, duplexes and other residential buildings consistent with a suburban residential neighborhood character.

- *Allowed Land Uses:* single-family detached and attached residential, duplex residential; parks and open space
- *Density:* 7–12 DU/acre, approximately 15–30 residents/acre
- *Height Guideline:* Up to 2 stories

Medium Density Residential allows for a mix of single- and multi-family housing with a residential character appropriate to a range of densities and a broad mix of housing types.

- *Allowed Land Uses:* Single-family detached and attached residential, duplex residential, multi-family residential; parks and open space
- *Density:* 13–25 DU/acre, approximately 27–60 residents/acre
- *Height Guideline:* Up to 3 stories

Medium-High Density Residential is for multi-family housing such as apartments and condominiums, with shared open space provided for common use.

- *Allowed Land Uses:* Multi-family residential; parks and open space
- *Density:* 26–35 DU/acre, approximately 55–74 residents/acre
- *Height Guideline:* Up to 3 stories

High Density Residential is intended for multi-family housing such as apartments and condominiums close to transit, shopping and public facilities.

- *Allowed Land Uses:* Multi-family residential; parks and open space
- *Density:* 36–80 DU/acre, approximately 75–170 residents/acre
- *Height Guideline:* Up to 5 stories

Mobile Home Park Residential is intended for mobile homes occupying a mobile home park with shared recreational and open space facilities.

- *Allowed Land Uses:* Mobile home residential
- *Density:* 7–14 DU/acre, approximately 15–30 residents/acre
- *Height Guideline:* Up to 2 stories

## **Commercial**

Commercial designations include areas for retail and locally-oriented offices and services. They have convenient shopping and services for pedestrians, bicyclists and motorists. New retail developments have amenities such as benches and shade trees, safe access from streets, building designs that engage the street, and open space located to provide gathering opportunities. Parking is primarily located under, behind, or to the sides of new buildings.

Neighborhood Commercial areas promote commercial activity for surrounding neighborhoods, with retail and service businesses such as grocery stores, cleaners, restaurants, beauty salons and similar types of uses.

- *Allowed Land Uses:* Commercial with retail and personal services; parks, plazas and open space
- *Intensity:* 0.35 FAR
- *Height Guideline:* Up to 2 stories

General Commercial provides a broad range of commercial and light industrial uses serving businesses and residents, such as automotive repair, retail and wholesale businesses, carpentry shops, veterinary clinics and similar types of uses.

- *Allowed Land Uses:* Industrial and commercial services. Neighborhood retail and services are appropriate at major intersections, consistent with the Village Center Strategy diagram.
- *Intensity:* 0.40 FAR
- *Height Guideline:* Up to 2 stories



Industrial/Regional Commercial accommodates both regional commercial and some continued light manufacturing and research and development uses. It is intended for businesses supplying comparison goods and specialty items that require a broad regional customer base and provide a wider range of merchandise than is available elsewhere in the city. This could include clothing stores, department stores, appliance stores and restaurants, as well as offices and other types of similar uses.

- *Allowed Land Uses:* Commercial with regional retail and supporting uses, office, light industrial
- *Intensity:* 0.50 FAR
- *Height Guideline:* Up to 3 stories

### **Office/Industrial**

Office/Industrial designations are intended for office, research and development, light industrial and manufacturing uses serving regional, national and international interests. For sites with industrial or manufacturing uses, form and character guidance depends largely on the utility needs of the specific uses. Public open spaces and paths, shade trees and landscaping, safe and convenient street crossings and engaging building designs support pedestrian and bicycle access. Building entrances are visible and face the street, or are oriented towards transit. Tallest buildings are appropriate where visual impacts on nearby residential development or parks are minimized. Parking is primarily located to the side or rear of buildings.

Office accommodates businesses, administrative offices, medical offices, financial or real estate services,

high-technology industries and scientific facilities and integrates with surrounding neighborhoods.

- *Allowed Land Uses:* Office
- *Intensity:* 0.35 FAR
- *Height Guideline:* Up to 2 stories

General Industrial is intended for the production, storage and wholesale of goods and services to create a broad industrial base.

- *Allowed Land Uses:* Industrial uses, including manufacturing and storage, research and development, administrative offices and ancillary commercial
- *Intensity:* 0.35; 0.55 FAR for uses with a limited number of employees and customers, such as warehouses
- *Height Guideline:* Up to 3 stories

High Intensity Office accommodates major corporations, financial and administrative offices, high-technology industries and other scientific facilities, as well as supporting retail and service uses. High-intensity office areas support technological advancement and research and development.

- *Allowed Land Uses:* Office and ancillary commercial; light industrial, light manufacturing, start-up businesses and other commercial and industrial uses as appropriate
- *Density and Intensity:* 0.35 FAR; intensities above 0.35 FAR and up to 1.0 FAR may be permitted with measures for highly sustainable development specified within zoning ordinance or precise plan standards
- *Height Guideline:* Up to 8 stories

### Mixed-Use

Mixed-use neighborhoods have buildings and spaces with complementary uses. Mixed-use designations support buildings with different uses such as retail, offices, residential or other uses. Buildings with different uses may have different floor heights; in these cases, overall building height may determine neighborhood compatibility, rather than the number of stories. New developments have good pedestrian and bicycle facilities, varied and engaging building facades, shade trees and pedestrian amenities. Pedestrian-oriented entrances, such as residential stoops and commercial storefronts, are oriented to pedestrian paths. Parking is primarily under, behind or to the sides of buildings and includes landscaping. Parks, plazas and open space are located and designed to foster active and comfortable social gathering places.

Neighborhood Mixed-Use supports mixed-use village centers that provide a range of goods and services within a convenient distance of surrounding residential areas. While the range of uses may vary, this designation is intended to create retail centers with plazas and open space for social gathering and to promote pedestrian accessibility to goods and services.

- *Allowed Land Uses:* Commercial with retail and personal services, small offices; in addition, uses such as multi-family residential are allowed to increase the viability of neighborhood retail and services.
- *Intensity:* 1.05 FAR (approximately 25 DU/ac or 15–60 residents/acre), of which up to 0.35 FAR can be office or commercial

- *Height Guideline:* Up to 2 stories; 3-story projects should be designed to provide appropriate transitions to surrounding properties and should create high-quality environments for social gathering

General Mixed-Use accommodates a mix of commercial, office and residential uses.

- *Allowed Land Uses:* Multi-family residential, office, commercial, lodging
- *Intensity:* 1.35 FAR (approximately 43 DU/ac or 30–90 residents/acre), of which up to 0.50 FAR can be office or commercial
- *Height Guideline:* Up to 3 stories

Mixed-Use Corridor allows a broad range of commercial, office and residential uses and public spaces serving both surrounding neighborhoods and visitors from nearby areas.

- *Allowed Land Uses:* Multi-family residential, office, commercial, lodging
- *Intensity:* 1.85 FAR (approximately 60 DU/ac or 50–130 residents/acre), of which up to 0.50 FAR can be office or commercial; on El Camino Real intensities above 1.85 FAR and up to 3.0 FAR may be permitted at key locations with significant public benefits and amenities specified within zoning or precise plan standards. Projects above 1.85 FAR may include office or commercial intensities greater than 0.50 FAR
- *Height Guideline:* Up to 4 stories; up to 6 stories for projects above 1.85 FAR

North Bayshore Mixed-Use promotes a vibrant mix of retail, including restaurants and services, along with offices, lodging, entertainment and small businesses along the North Shoreline Boulevard corridor. Pedestrian and bike paths connect this area to surrounding office campuses and other areas.

- *Allowed Land Uses:* Office, commercial, lodging, entertainment
- *Intensity:* 0.35 FAR; intensities above 0.35 FAR and up to 1.0 FAR may be permitted with measures for highly sustainable development specified within zoning ordinance or precise plan standards
- *Height Guideline:* Up to 8 stories

Mixed-Use Center promotes pedestrian-oriented mixed-use centers with integrated, complementary uses such as entertainment, restaurants, department stores and other retail, office, hotels, convention/assembly and/or civic uses and public spaces that draw visitors from surrounding neighborhoods and the region.

- *Allowed Land Uses:* Office, retail and personal services, lodging, entertainment, parks and plazas; multi-family residential is allowed in the San Antonio Change Area
- *Intensity:* 2.35 FAR (approximately 70 DU/acre or 60–150 residents/acre), of which up to 0.75 FAR can be office or commercial
- *Height Guideline:* Up to 8 stories

Downtown Mixed-Use applies to Downtown, the area along and surrounding Castro Street. It includes an active mix and concentration of uses and public spaces in a main street setting, including restaurants, offices, govern-

ment services, housing, entertainment and neighborhood-serving commercial uses.

- *Allowed Land Uses:* Multi-family residential, office, commercial with a focus on retail and personal services
- *Density and Intensity:* Ranges from 1.1 FAR, to approximately 4.0 FAR, as determined by the Downtown Precise Plan; 0.75 FAR, as determined by the Evelyn Corridor Precise Plan
- *Height Guideline:* Ranges from up to 3 to 8 stories, as determined by the Downtown and Evelyn Corridor Precise Plans

### **Public/Institutional**

Public/Institutional designations support uses related to government activities such as schools and parks, and major organizations serving the public such as hospitals. These areas should be compatible with the characteristics, scale and design of surrounding neighborhoods and open space. Convenient pedestrian and bicycle connections to parks and facilities are a priority for these areas. The General Plan does not specify height standards for Public/Institutional designations, as these uses typically have a range of unique needs. Specific height standards for these designations may be specified by applicable zoning or precise plan standards.

#### Parks, Schools and City Facilities

includes smaller City-owned parks and gardens, public schools, facilities owned and operated by the City of Mountain View, and other public open space or educational uses compatible with surrounding neighborhoods.

- *Allowed Land Uses:* City facilities, schools and school facilities, parks and open spaces
- *Intensity:* 0.10 FAR for parks; 1.0 FAR for schools and city facilities

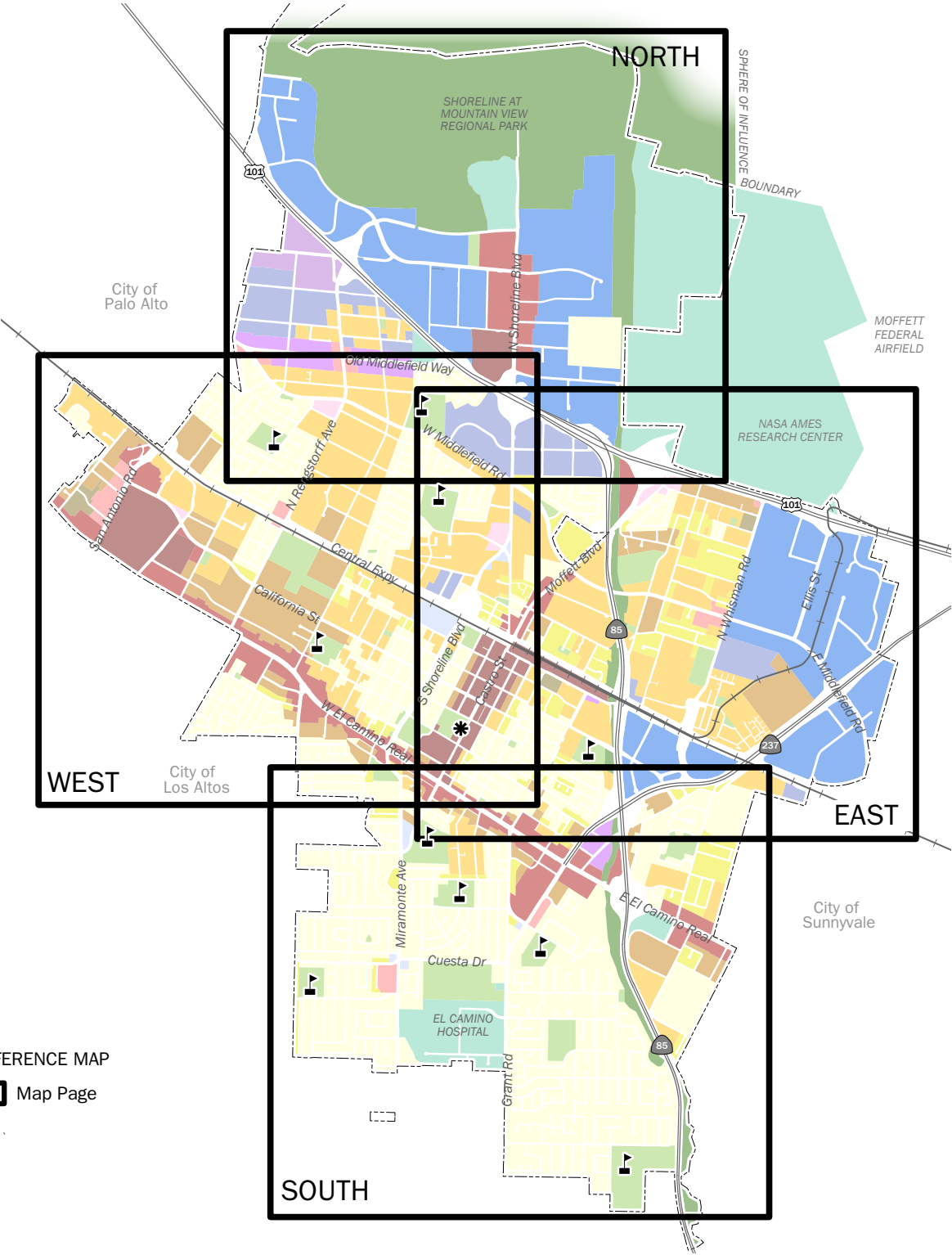
Regional Park includes land for larger open space and recreational uses that draws visitors from a wide area and preserve natural resources and features. It includes Shoreline at Mountain View Regional Park as well as Stevens Creek Trail open space.

- *Allowed Land Uses:* Parks and open spaces, utilities associated with the Stevens Creek corridor, agriculture
- *Intensity:* 0.10 FAR

Institutional supports public and quasi/public uses serving an essential regional and/or local function. These include uses such as El Camino Hospital, private high schools, NASA Ames and facilities owned by state, federal or county governments.

- *Allowed Land Uses:* Civic, public/quasi-public, parks and open spaces
- *Intensity:* 1.25 FAR

General Plan Land Use Maps













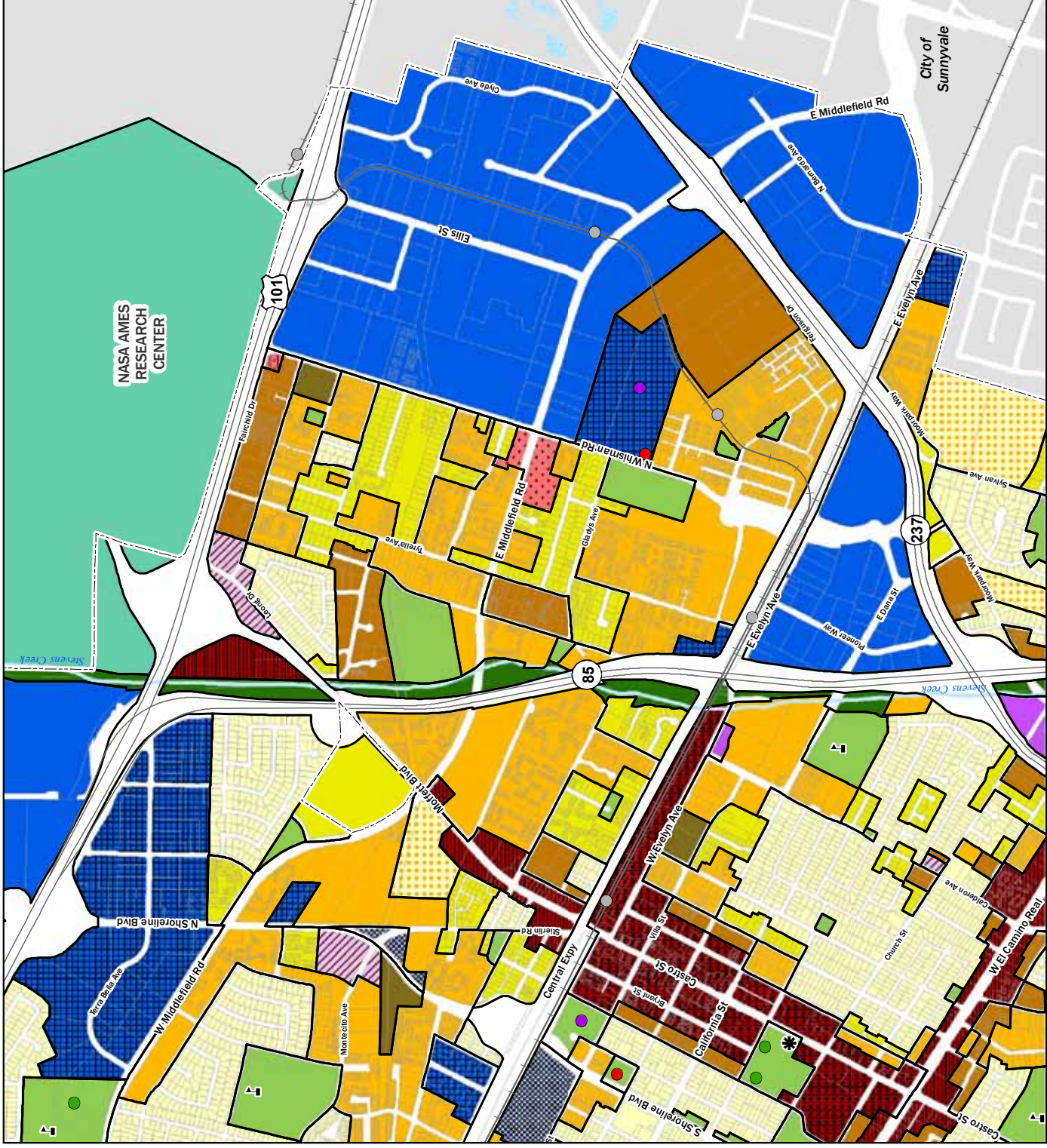
# GENERAL PLAN LAND USE MAP

East

## Land Use Designations

- Residential
  - Low Density Residential
  - Medium Low Density Residential
  - Medium Density Residential
  - Medium High Density Residential
  - High Density Residential
  - Mobile Home Park
- Commercial
  - Neighborhood Commercial
  - General Commercial
  - Industrial / Regional Commercial
  - Office / Industrial
  - Office
  - General Industrial
  - High-Intensity Office
  - Mixed-Use
  - Neighborhood Mixed-Use
  - General Mixed-Use
  - Mixed-Use Corridor
  - North Bayshore Mixed-Use
  - Mixed-Use Center
  - Downtown Mixed-Use
  - Public / Institutional
  - Parks, Schools & City Facilities
  - Regional Park
  - Institutional
- Public Facilities
  - City Operations & Administration
  - Transit Station
  - Community Facility
  - Fire Station
  - School
  - City Hall

- City Limits
  - Parcels
  - Water Bodies
  - Freeways
  - Rail
  - Creeks
- The Land Use Map is one of several General Plan diagrams that affect development. The General Plan text is also an integral part of the City's land use plan and must also be consulted. The City of Sunnyvale is neither liable nor responsible for use of this map beyond its intended purposes.
- 0 500 1,000 1,500 2,000 Feet





# GENERAL PLAN LAND USE MAP

South

## Land Use Designations

- |  |                                  |  |                                  |  |                                  |
|--|----------------------------------|--|----------------------------------|--|----------------------------------|
|  | Residential                      |  | Office                           |  | Public Facilities                |
|  | Low Density Residential          |  | General Industrial               |  | City Operations & Administration |
|  | Medium Low Density Residential   |  | High-Intensity Office            |  | Transit Station                  |
|  | Medium Density Residential       |  | Mixed-Use                        |  | Community Facility               |
|  | Medium High Density Residential  |  | Neighborhood Mixed-Use           |  | Fire Station                     |
|  | High Density Residential         |  | General Mixed-Use                |  | School                           |
|  | Mobile Home Park                 |  | Mixed-Use Corridor               |  | City Hall                        |
|  | Commercial                       |  | North Bayshore Mixed-Use         |  |                                  |
|  | Neighborhood Commercial          |  | Mixed-Use Center                 |  |                                  |
|  | General Commercial               |  | Downtown Mixed-Use               |  |                                  |
|  | Industrial / Regional Commercial |  | Public / Institutional           |  |                                  |
|  | Office / Industrial              |  | Parks, Schools & City Facilities |  |                                  |
|  |                                  |  | Regional Park                    |  |                                  |
|  |                                  |  | Institutional                    |  |                                  |

- |  |              |  |          |
|--|--------------|--|----------|
|  | City Limits  |  | Freeways |
|  | Parcels      |  | Rail     |
|  | Water Bodies |  | Creeks   |

The Land Use Map is one of several General Plan documents that guide the City's future development. The General Plan text is also an integral part of the City's land use plan and must also be consulted. The City of Mountain View is neither liable nor responsible for use of this map beyond its intended purposes.

